

# SuperOffice 7.1

## What's new

CRM the SuperOffice way



Driven by a passion for customer relationship management, SuperOffice is one of Europe's leading suppliers of CRM solutions to the business to business market. Our software supports the individual user in achieving stronger sales, marketing and customer service productivity.



**SuperOffice®**

# Find, catch & keep

## more customers

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# SuperOffice CRM version 7.1

It is now one year since we released SuperOffice 7.0 and it has been well received by our customers. More than 60.000 users are working with SuperOffice 7 and the feedback has been overwhelming.

The main focus for SuperOffice 7.1 has been to make SuperOffice CRM even better. When introducing a new generation of our software with a lot of new functionality, we are of course also receiving a lot of feedback and suggestion for further improvements and enhancements. We have tried to build as many of these into SuperOffice 7.1. You can read about the numerous enhancements on the following pages.

In addition to this we have also been able to add a few brand new features that we hope will put a smile on your face. The headline news in SuperOffice 7.1 are:

## 1. The Project Guide

If you are familiar with the Sales Guide in 7.0, you will recognize the functionality in the Project Guide. Planning project stages, activities and milestones related to standard document templates makes working with projects in SuperOffice a new experience. Our target has been to provide a process support tool in addition to the well-known project archiving capabilities this module is recognized for.

## 2. Sales Stakeholder

In SuperOffice 7.0 we introduced Sales as an separate entity (panel) along with a lot of new functionality. In 7.1 we even added the possibility of attaching stakeholders to a specific Sale. Stakeholders can be compared with project members as you know from the project module in SuperOffice. This feature provides the ability to attach internal as well as external persons and companies directly to a Sale. This creates of course a valuable overview of stakeholders for a specific sale, but it also creates powerful relations that can be used for generating selections that in turn can be used for multiple purposes.

The sales stakeholder facility will also create relations that makes it very easy to see which sales a company or person have been involved in from the Contact Card view in SuperOffice.

## 3. eMarketing

The introduction of eMarketing in SuperOffice 7 has been a success! Now it's even better! Based on feedback from our customers we have been able to improve the usability and functionality quite a lot in 7.1. This new versions adds new power and completeness to the marketing-process support in SuperOffice CRM. Read about the numerous improvements in the details section of this document. If you are an existing user of the eMarketing module we are convinced you will be smiling all through your reading.

## 4. New Mail Link

Due to the increasing use of web-applications, we decided to rewrite the Mail Link to make it even more streamlined and stable. The user interface is now part of Outlook/Notes and not part of SuperOffice as it used to be. This increases performance and makes it even simpler to use. It also supports both 32 and 64 bits editions of Outlook and Notes. Working with the Mail Link in Citrix environments has also been addressed and simplified. Both Sales & Marketing and Customer Service are using this new version of the Mail Link.

## 5. New Find (search) dialog

The Find dialog is a really powerful search function used very frequently and the importance of usability is very high. Read about the numerous improvements in the following section of this document.

## 6. The Customer Service Start Page

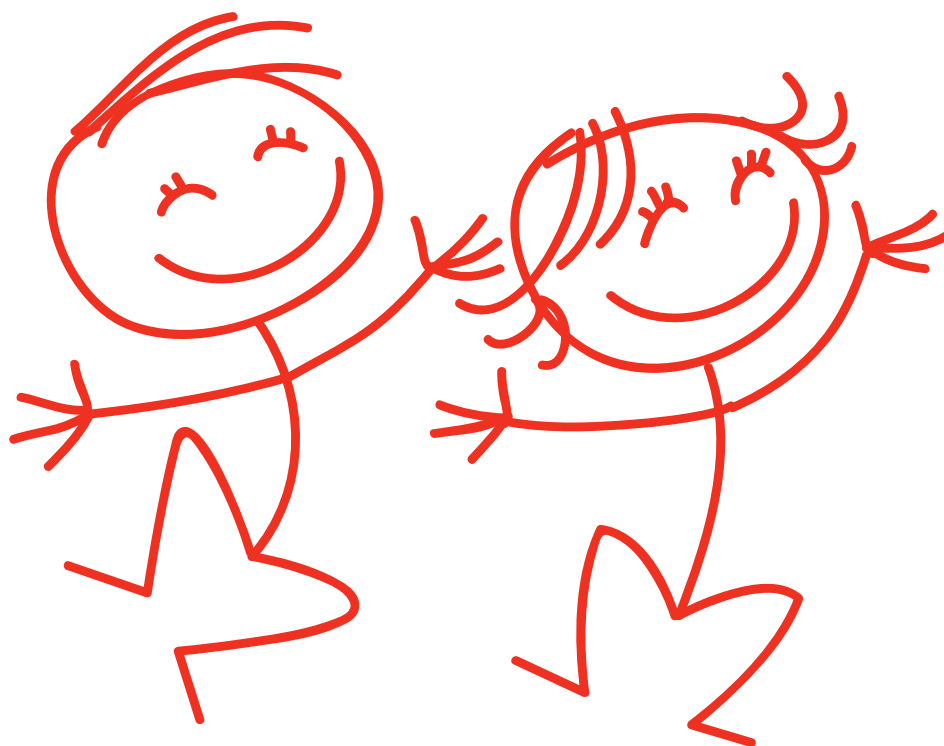
We have made a brand new start page which welcomes you after logging in to Customer Service! It will show you different views, analysis and status-reports of what is going on in your request system. It's graphical and informative. We' are convinced you'll love it!

## New and improved features

On the following pages you will find a description of a wide range of additional improvements – some big, some small, all valuable. Because in SuperOffice, we have a real commitment to detail, and we know that our users do too!

We hope you will find a lot of functionality that will please you when you start using this new version of SuperOffice.

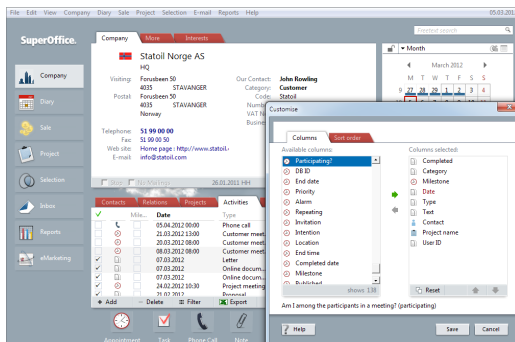
## Enjoy!



# New and improved features - Sales & Marketing

## General features

### Screen shot



### New characteristics

#### More columns available in archives (Win Client)

Windows and Web client now shares the same set of columns the user can choose to be displayed in the archives.

### Motivation for change

The NetServer is the provider of the archives and will offer the same set of columns to view in all archives in both clients.

#### SuperOffice Extensions for Mac OS.

Automated up and download of documents when using a Mac OS Computer.

The high numbers of Mac OS users that are requesting automatically handling of documents in SuperOffice now have a solution.

#### Auto detection of client OS on the Web client.

When the Web client is opened in the browser, we will now detect if the user.

There is a different set of tools available for Windows and Mac users. We want to offer the user the right set of add-ons to install depending on what type of computer they start our Web client from.

#### Hannah Hofman (Liberty Communications, Hea

User ID: HH  
 Password: [Change Password...](#)  
 Role: System administrator  
 Primary group: Creative team  
 Other groups:  
 Task

[Help](#) [Purchase new licences](#)

#### Buy more licenses – button in the Admin client.

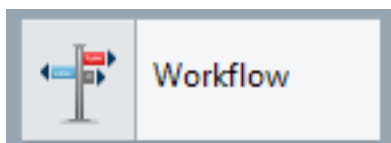
A new button called “Purchase more licenses” is added in the Users and License panel in the Admin client.

This will give the administrator an easier way to order more licenses of SuperOffice.

# New and improved features - Sales & Marketing

## General features

### Screen shot



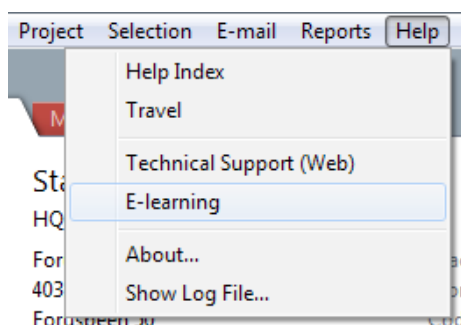
### New characteristics

#### **Sale tab changed name to Workflow in Admin client.**

The navigator button in the Admin client called "Sale" has changed name to Workflow.

### Motivation for change

The change was made when Project Guide was added as a feature. You now maintain both the Sales Guides and Project Guides from this panel.



#### **eLearning menu item added in help menu.**

eLearning is added as a menu item on the Help menu if the company has eLearning licenses.

To give easier access to eLearning without having to do a lot of configuration.

#### **eLearning user automatically created.**

eLearning user automatically created the first time an users tries to launch eLearning from the Help menu.

Remove the need for an administrator to define and create users of the eLearning system.

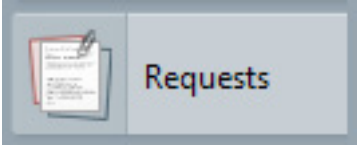
#### **Deployment of Extensions for Mac OS.**

Offer to install Extensions for Mac when starting S&M from a Mac.

Easier user adaption for Mac OS users.

# New and improved features - Sales & Marketing

## General features

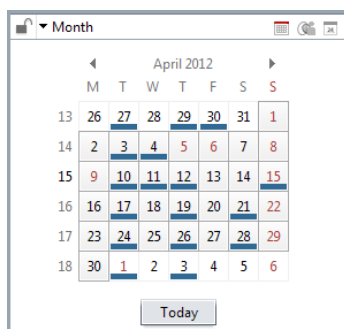
Screen shot	New characteristics	Motivation for change
	<p><b>Request button shown in the navigator for CS users.</b></p> <p>User with a Customer Service licence will get a buttons in the navigator called Requests. Pressing this button will launch SuperOffice Customer Service.</p>	<p>Give the users a shorter way from the Sales &amp; Marketing client into Customer Service without having to log in.</p>



# New and improved features - Sales & Marketing

## Diary

### Screen shot



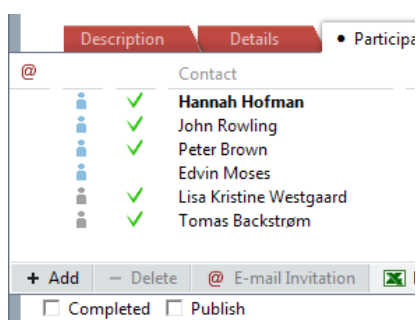
### New characteristics

#### Navigate to week from month calendar. C

Click on the week number in the month calendar in the mini panel will navigate to calendar week view.

### Motivation for change

A new shortcut to week view.



#### Export to Excel button in appointment – participants.

Makes it possible to export a list of participants to Excel. A excel button is placed in the footer view in the participant tab in the appointment dialog.



# New and improved features - Sales & Marketing

## Sales

### Screen shot

Sales guide	Stakeholders	Activities
Company	Contact	
Dinamo Story Film AS	Lisa Kristine Westga	
Fotograf Lisa Westgaard AS	Hannah Hofman	
Liberty Communications, Head Offi...	John Rowling	
Liberty Communications, Head Offi...	Lars Hille Olsen	
Volvo Norge AS	Lars Hille Olsen	
Volvo Norge AS	Olav Leirhol	
Volvo Norge AS		
Volvo Norge AS		

### New characteristics

### Motivation for change

#### Stakeholders archive in sale panel.

A new archive can be shown in the Sales panel where you can see all stakeholders in this specific sale and what role the have.

This can be used to specify different roles and contact points at the customer. It can be used to assign internal roles in the sale or keep track of subcontractors or partners.

Setting

This setting will apply to:

☒ System ☐ Database ☐ Group

Target: Main database

Value

Enable Stakeholders: ☒ Yes ☐ No

☐ Remove preferences on lower levels

#### Preference to activate Stakeholder archive.

A preference is added that is used to enable or hide the Stakeholder archive for users, groups, databases or the entire system.

Can be used to override visibility between users regardless of the setting on the project type.

Edit item

Name: Sale to new customer

Sale type category: Sale new customer

Estimated time for this sale process: 3 Months

Stages used for this sale type:

Name	Probability
<input checked="" type="checkbox"/> Lead	1
<input checked="" type="checkbox"/> Identify	5
<input checked="" type="checkbox"/> First Meeting	20
<input checked="" type="checkbox"/> Proposal	30
<input checked="" type="checkbox"/> Second Meeting	50
<input checked="" type="checkbox"/> Short List	80
<input checked="" type="checkbox"/> Verbal Accept	90

☒ This sale type is linked to a guide

☒ This sale type has stakeholders

Description: Sale to new customer

Help Restore Save Cancel

#### Stakeholders archive per sale type.

In the Admin client you can specify what sale types that should have a stakeholders archive.

Depending on the type of sale you have, it may vary if you want to maintain a list of stake holders. If a sale doesn't need stakeholders, the archive is removed from the sales type.

Contacts	Partners	Regions	Activities	Sales	Comments			
Date	Amount	Prob.	Stage	Next activity	Text	Company name	Contact	User
04.07.2012	10 000,00	1%	Lead	04.07.2012 ...	Fotoshoot	Fotograf Lisa West...	Lisa Krist...	HH
01.06.2012	450 000,00	50%	Second Meet...	22.03.2012 ...	Volvo Ocean ...	Volvo Norge AS	Emil Eng...	HH
14.02.2012	789 000,00	100%	Sold	14.02.2012 ...	Coffee on the ...	Starbucks Corp...	Emile L...	JR

This is a stakeholder sale

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#### Include stakeholder sales in sales archive on company card.

A checkbox is added to the footer of the sales archive in the company panel. This will show sales where this company is a stakeholder in.

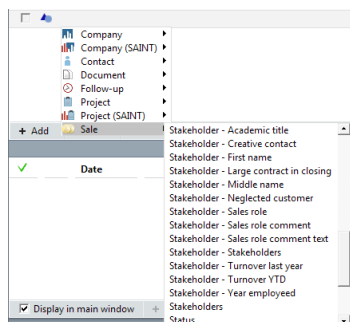
This can be used to list sales where a company is involved as a stakeholder.

This can be a partner or subcontractor of some kind.

# New and improved features - Sales & Marketing

## Sales

### Screen shot



### New characteristics

#### Stakeholders as criteria

Find sale using stakeholders as criteria.

### Motivation for change

Makes it possible to search for or build selection with stakeholder criteria, like you want to find all the sales that have stakeholders with a specific sales role.

Data rights		Functional rights					
Data objects		Data owned by					
		My own	Primary group	Other groups	Other associates	External user	Anonymous
Company	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Contact	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Project	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Project Members	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Selection	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Sale	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Stakeholder	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Follow-up	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Document	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete
Relation	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete	▼ Delete

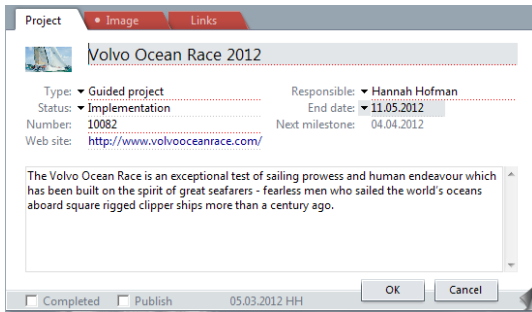
#### Stakeholders as objects in rights matrix in Admin client

In the role panel in the Admin client, a new line called Stakeholder is added to the data rights matrix.

This makes it possible to manage access rights for users on stakeholders.

# New and improved features - Sales & Marketing Projects

## Screen shot



Project: Volvo Ocean Race 2012

Type: Guided project  
Status: Implementation  
Number: 10082  
Web site: <http://www.volvooceanrace.com/>

Responsible: Hannah Hofman  
End date: 11.05.2012  
Next milestone: 04.04.2012

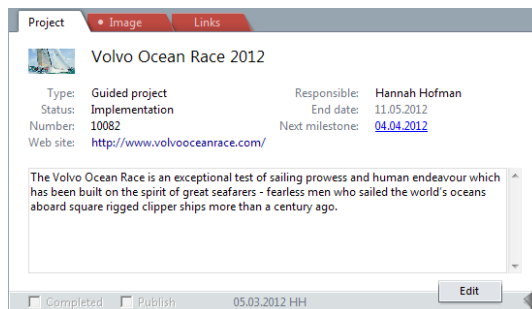
The Volvo Ocean Race is an exceptional test of sailing prowess and human endeavour which has been built on the spirit of great seafarers - fearless men who sailed the world's oceans aboard square rigged clipper ships more than a century ago.

Completed Publish 05.03.2012 HH OK Cancel

### End date on Project card

A date field on the Project card for the date the project are thought to be finished.

Making it possible to add an end date and to search for the projects end date.



Project: Volvo Ocean Race 2012

Type: Guided project  
Status: Implementation  
Number: 10082  
Web site: <http://www.volvooceanrace.com/>

Responsible: Hannah Hofman  
End date: 11.05.2012  
Next milestone: [04.04.2012](#)

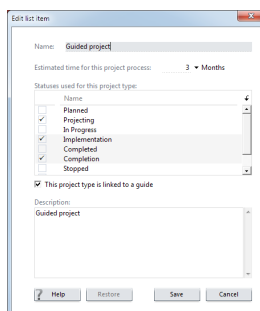
The Volvo Ocean Race is an exceptional test of sailing prowess and human endeavour which has been built on the spirit of great seafarers - fearless men who sailed the world's oceans aboard square rigged clipper ships more than a century ago.

Completed Publish 05.03.2012 HH Edit

### Next Milestone on Project card

A date field that shows the next milestone follow-up connected to the project guide.

A visible way of showing if the project are on track or not and the hyperlink will open the linked appointment. The field are updated in the same way as Next activity on Sales panel.



Edit list item

Name: Guided project

Estimated time for this project process: 3 Months

Statuses used for this project type:

Name	Selected
Planned	<input checked="" type="checkbox"/>
Projecting	<input checked="" type="checkbox"/>
In Progress	<input checked="" type="checkbox"/>
Implementation	<input checked="" type="checkbox"/>
Completed	<input checked="" type="checkbox"/>
Completion	<input checked="" type="checkbox"/>
Stopped	<input type="checkbox"/>

☒ This project type is linked to a guide

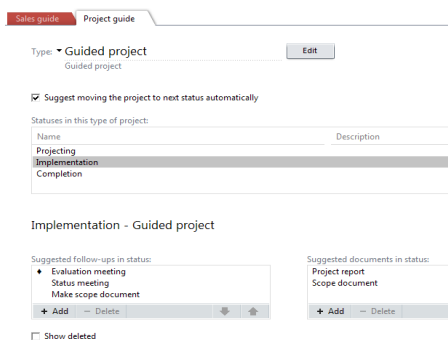
Description: Guided project

Help Restore Save Cancel

### Project status choices based on project type

The project status are connected to the project type field.

Show a project guide in a logical and intuitive way.



Sales guide Project guide

Type: Guided project Edit

☒ Suggest moving the project to next status automatically

Statuses in this type of project:

Name	Description
Projecting	
Implementation	
Completion	

Implementation - Guided project

Suggested follow-ups in status:

Follow-up
Evaluation meeting
Status meeting
Make scope document

+ Add - Delete

Suggested documents in status:

Document
Project report
Scope document

+ Add - Delete

☐ Show deleted

### Project guide based on project type

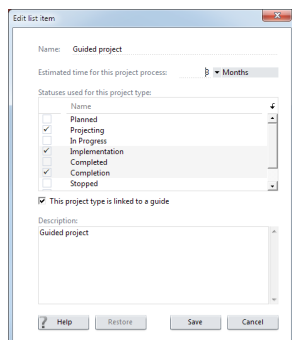
A project guide appears based on the settings for the project type.

The project type are saved to show the project guide or not and based on this, you can choose the right project type for your project.

# New and improved features - Sales & Marketing

## Projects

### Screen shot

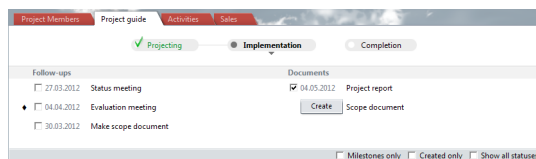


### Default duration (end date) based on project type

The end date gets a default date from the settings on the project type.

### Motivation for change

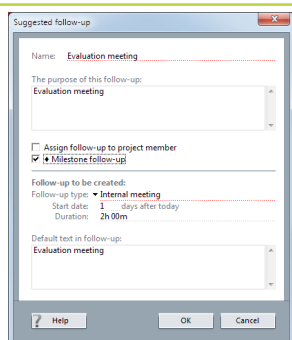
One project type has usually an average time for how long the project will last. With a default end date it's easier for you to pick an accurate end date.



### Project guide similar to sale guides

A new archive for project guide with suggested activities are added and shows the project statuses visible the project type.

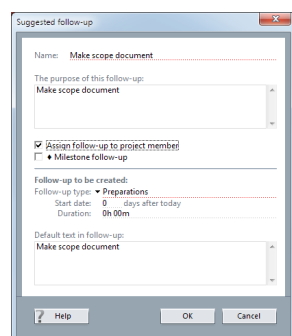
With the project guide you will be able to get a better overview of all the different activity types that are suggested to follow for the different project types.



### Project guide – Milestone activities

Some follow-ups in the project guide are marked as milestones and are searchable.

On projects there are often some milestones you need to reach before you can continue the work on the project.



### Project guide – Assign task to project members

Some follow-ups in the project guide get a assign to dialog before creating the follow-up.

There are often different people working on a project and some follow-ups are dedicated to other project members than the project manager. With this feature it's easier to manage your project and the project members.

# Sales, Marketing & Customer Service

## Projects

### Screen shot

Follow-ups		Documents	
<input type="checkbox"/>	27.03.2012 Status meeting	<input checked="" type="checkbox"/>	04.05.2012 Project report
<input type="checkbox"/>	04.04.2012 Evaluation meeting	<input type="button" value="Create"/>	Scope document
<input type="checkbox"/>	30.03.2012 Make scope document	<input type="checkbox"/> Milestones only <input type="button" value="C"/>	

### New characteristics

#### Project guide – Filters on guide-archive

Three check boxes for filtering the activities shown in the project guide.

### Motivation for change

With the check boxes for “Milestone only”, “Created only” and “Show all statuses” you will find it easier to get the show the most important activities.

#### Preference Default Project Status is removed

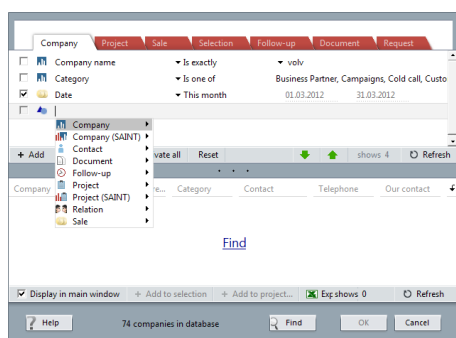
Removed a preference that is no longer in use.

It will be less “clutter” for you in the list of all the preferences.

# New and improved features - Sales & Marketing

## Find

### Screen shot

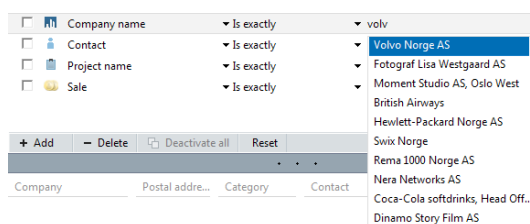


### Updated User interface

More intuitive and easier to use.

### Motivation for change

More productive, satisfied and happy users.



### New operator: "Is exactly"

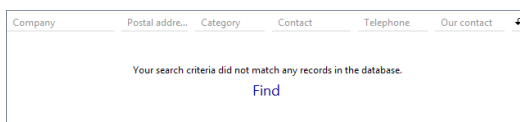
New operator on criteria: Contact name, Project name, sale title, selection name.

Gives you the possibility do search for information on specific a contact, sale, project.

### Performance on the Find dialog

Better performance working with criteria and result.

You get the result quicker when searching for or through a large amount of items.



### Feedback in search result

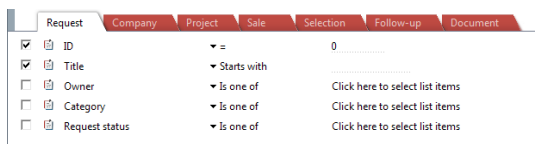
If no result, no criteria are checked, a message will be shown in the result archive.

If your search criteria don't match anything, a message appear in the result archive telling you so.

# New and improved features - Sales & Marketing

## Find

### Screen shot



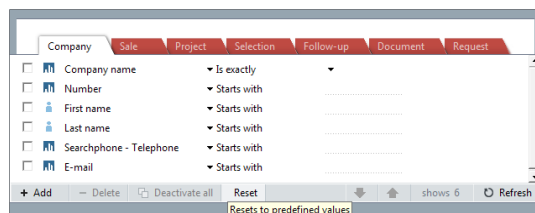
### New characteristics

#### Search for requests in CS from S&M

Added different request criteria on the Request tab.

### Motivation for change

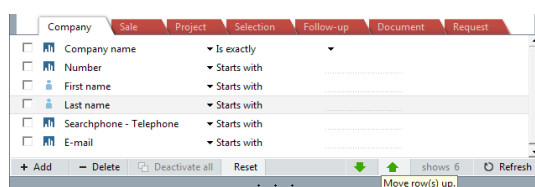
You will now be able to search for specific request criteria and get the request in the result archive.



#### Reset button in the criteria archive

A button to reset the criteria to the default settings in the selected criteria archive.

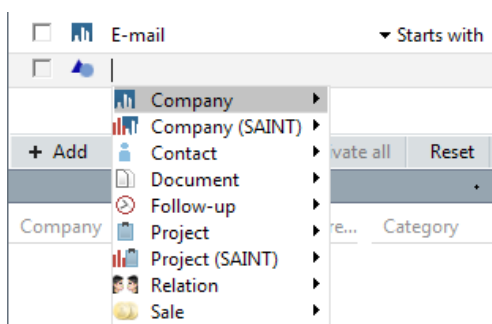
You can now delete all your criteria and build up a new set of stored criteria. If you regret this change you can click the Reset button and get all the default criteria back into your list.



#### Move order of criteria

Up and down arrows to sort the criteria list.

When sorting your criteria you will be able to move the most used criteria on your list.



#### Add / Remove criteria improved

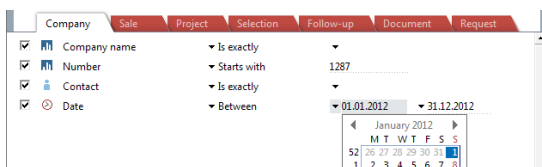
Add criteria will give you a drop down list for different criteria.

When adding a new criteria you can choose directly from a drop down menu or the fast searcher and not need to open a dialog.

# New and improved features - Sales & Marketing

## Find

### Screen shot



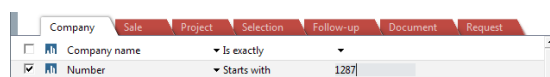
### New characteristics

#### Edit value in criteria direct in list

Edit or change text, date or the container can be done directly in the archive.

### Motivation for change

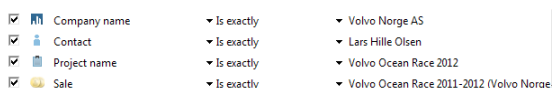
You don't need to open the criteria dialog to change text, date or other drop down fields.



#### Enter- key = starts search

Enter a text and hit the Enter key will be the same as clicking the Find button.

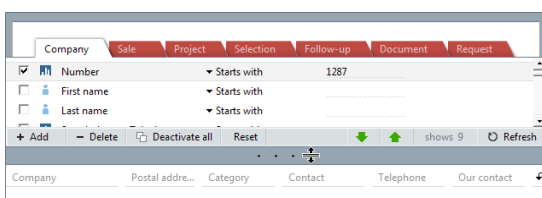
When you have added a text you want to search for, you don't need to click on the Find button, only hit the Enter key on your keyboard.



#### Search for "Is exactly" entity

A new container "Is exactly" on the criteria for Company, Contact, Project, Sale and Selection.

To search for documents on a company you know the exact name on, you select "Is exactly" in the container and you get your history list, fast search and find on company.



#### Splitter to adjust size of result list

A splitter between the criteria archive and the result archive.

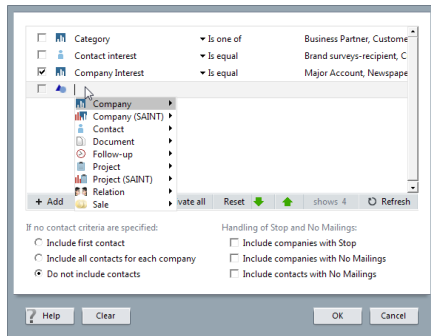
When you want to see more of the result archive, you can move the splitter further up so less of the criteria and more of the result are visible.



# New and improved features - Sales & Marketing

## Find

### Screen shot

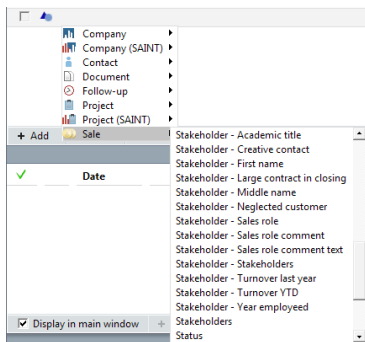


### New find GUI in Add/Remove members in static selections

The criteria archive have the same functionality on static selection as the Find dialog.

### Motivation for change

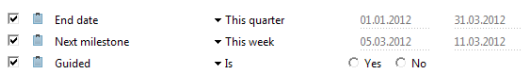
When adding and editing criteria it has the same behaviour as the Find criteria archive.



### New search criteria for Sale Stakeholders

Added new criteria for fields from Sale Stakeholder archive.

You can search for a specific sales role added on different sales.



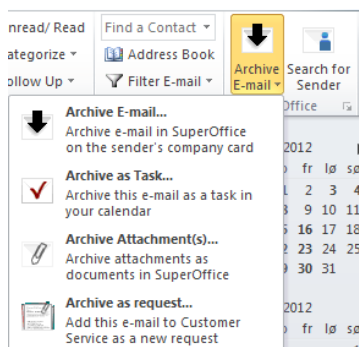
### New search criteria for Project

Added new criteria for fields from Project and Project guide archive.

You can search for milestone activities and end date on project.

# New and improved features - Mail Link

## Screen shot



## New characteristics

### Support for Outlook 2007 and 2010

Simplified and streamlined UI with improved stability and performance.

## Motivation for change

Improve the overall architecture of Mail link, allowing us to focus on new features, and making Mail Link easier to support, debug and maintain.

### Support for 64 bit version of Outlook 2010

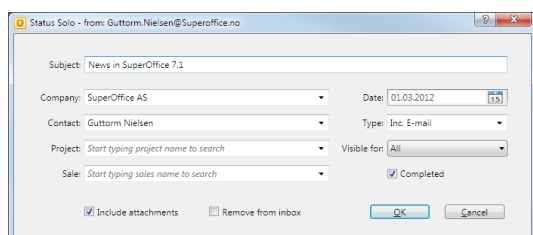
Using Mail Link with Outlook 2010 64 bit version is now fully supported.

Outlook 2010 was released in both 32-bit and 64-bit editions. We wanted to support both.

### Support for Notes 8.5 or newer

Just like with Outlook, integration between SuperOffice web and Notes has been greatly enhanced.

Increased stability, performance and maintainability.



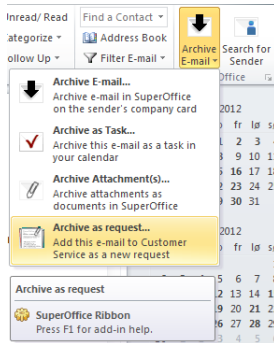
### User Interface moved into mail client

A new user interface for web and win, talks with NetServer and works without SuperOffice running.

Provides a consistent UI and user-experience independent of client.

# New and improved features - Mail Link

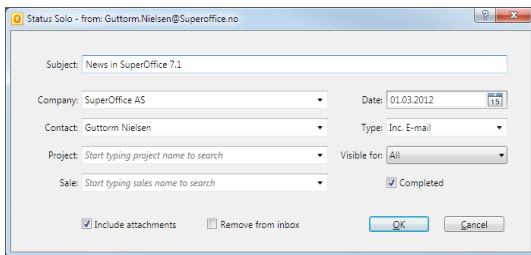
## Screen shot



### Archive as CS request

Archive a request from mail to Customer Service.

Very easy to archive a mail as a request with the new Mail Link.



### Same client for web and win

Mail Link now fully supports the same level of SuperOffice integration with both Windows and Web client.

As a user, you should have the same features if you use the win or the web client.

### Archive more than one mail in one go

The feature is now also available with web-integration, for both emails and attachments.

Eliminate feature-gap between win and web-integration.

### Archive on project is removed

Mail Link is no longer tied to the SuperOffice-client, and cannot probe for the current project, but it's still possible to link the mail to wanted project or sale.

You can still link the archived mail to a project and/or a sale, as before, but current settings are not added automatically.

### Archive Appointment from Outlook is removed

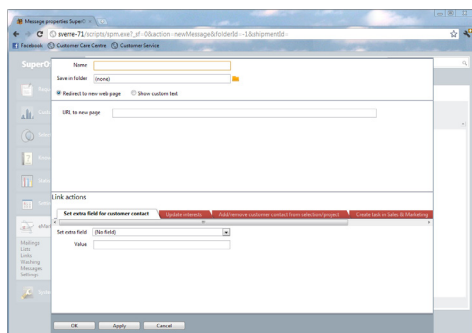
The simplified Mail Link dialogs lets you archive tasks, but does not offer a way to convert tasks to appointments by altering the "time"-parameters of the task.

Simplifying the dialog presented to the user.

# New and improved features - eMarketing

The focus of eMarketing for 7.1 has been to improve the user experience and the ability to control more in detail how a mailing is executed.

## Screen shot



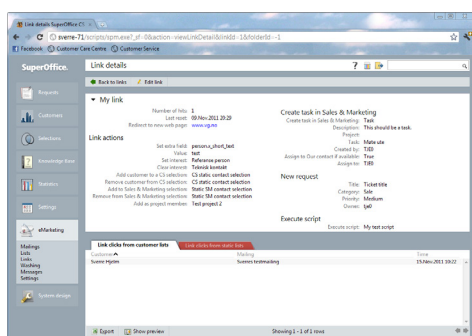
## New characteristics

### Creating tracked links within editor

When creating an eMarketing newsletter, you can now create tracked links, and specify all the link actions, such as adding the customer to a project or a selection, in a dialog from within the newsletter editor.

## Motivation for change

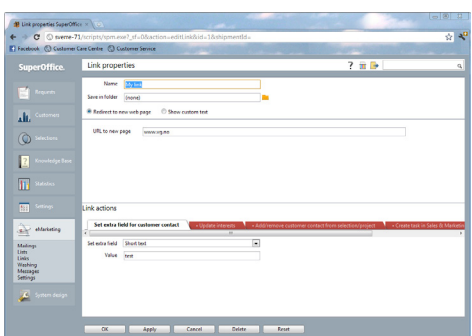
More user friendly process for creating newsletters with links. The previous system with first making "mock"-links, and then changing them was not intuitive.



### Improved screen for viewing links

The screen for viewing an eMarketing link is now improved to properly show all possible actions.

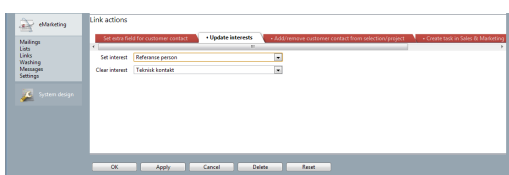
More user functionality. In the previous version, some menu items were hidden for some statuses of a mailing, even though it was not necessary.



### Improved screen for editing links

The screen for editing an eMarketing link is now improved with a better layout.

It is now easier to see what a link does (action), and which response the customer experiences (redirect or custom response).



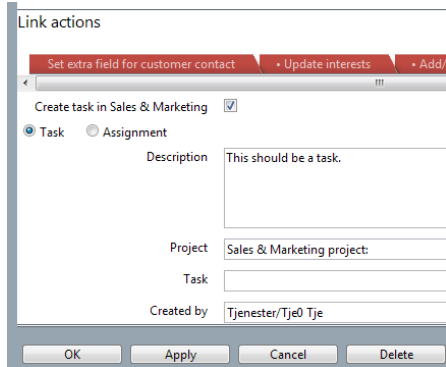
### Improved link actions

The actions which can be executed when a recipient clicks a link has been improved. Most actions can now be specified in parallel. I.e. it's possible to add to both a selection and a project.

More powerful actions offers more flexibility when eMarketing mailings are used to get feedback into CRM.

# New and improved features - eMarketing

## Screen shot

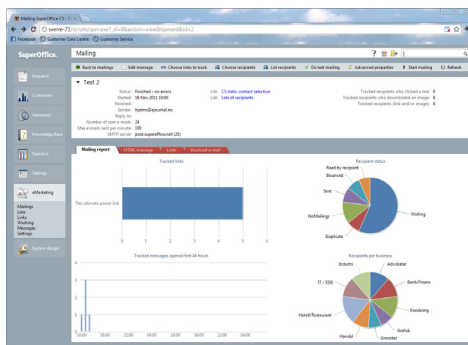


## New characteristics

**Create task/assignment as link action**  
We have added support for creating a task or assignment in Sales & Marketing when a recipient clicks a link. The task will be related to the given contact/company. The task can be assigned a specified associate, or the "Our contact" associate of the contact if specified. Will check that "Our contact" is not a deleted user.

## Motivation for change

Support for tasks allow for executing eMarketing campaigns where customer feedback should cause S&M users to react (i.e. calling a customer who has clicked a "Contact-me" link).

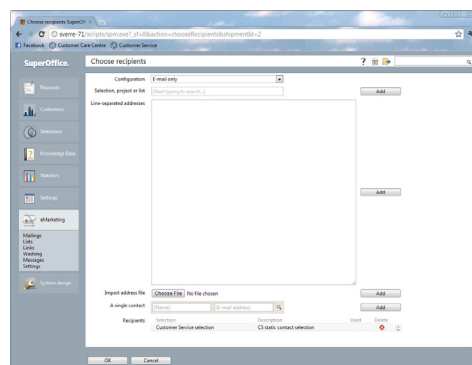


## Mailing report

When viewing an eMarketing mailing, we now show a mailing report showing:

- The links which have been clicked.
- The recipients per status distribution (sent, read, bounced, etc)
- Open-rate first 48 hours after sending.
- Customer's business distribution.

Offering a better visual overview over the status and result of an eMarketing mailing will improve the value of the tool. The "read pr. hour" chart gives a good view of how long it takes before the recipients reads the mail. The "recipients pr. business" chart shows a good overview of which groups of recipients are targeted.



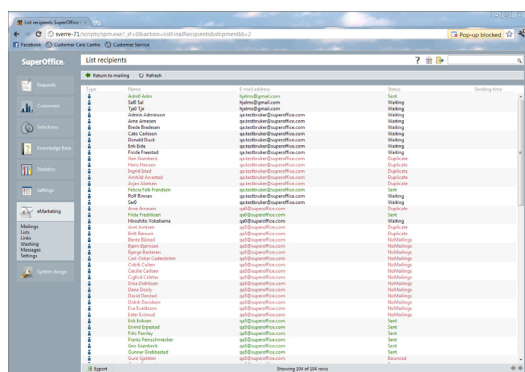
## Choose recipients

A separate screen for choosing the recipient selections. Allows choosing recipients before starting the mailing and offers better control of recipients. Support for using projects and selections. Static lists and single persons can be added directly. This screen can be used several times for a mailing, modifying the recipients. It is possible to send the mailing multiple times by adding more recipients.

This new functionality will strongly improve the user control of the sending process. Also, it allows for resending the mailing to additional recipients without having to create a new mailing.

# New and improved features - eMarketing

## Screen shot



## New characteristics

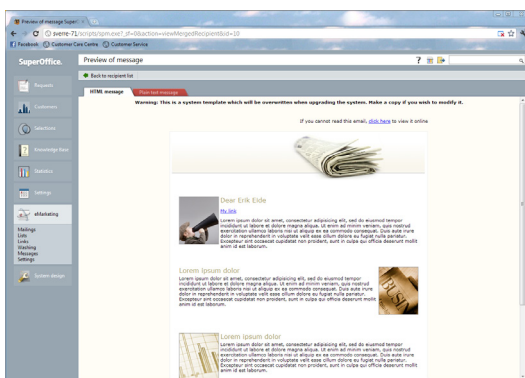
### List recipients

After recipient selections have been chosen, the system will process the lists immediately and create a list of all actual recipients. The user can then view the recipients and verify that they are correct. The list will show a sending status for each recipient, which will change once the mailing is started, showing values such as "Sent", "Bounced" or "Read".

This list contains links to the "View person"-screen for entries which are related to a person in the database. Clicking a row will navigate to a new screen for viewing the resulting Email/SMS for the chosen recipient.

## Motivation for change

You can now verify that the list of recipients is 100% correct before sending. The list is also available after a mailing is done, as historical information.



### List single recipient

Clicking on a recipient in the recipient list will show how the merged email will look for this particular recipient.

This function makes it possible to verify that merge-variables, salutations, etc are correct for various recipients without having to send test-emails.

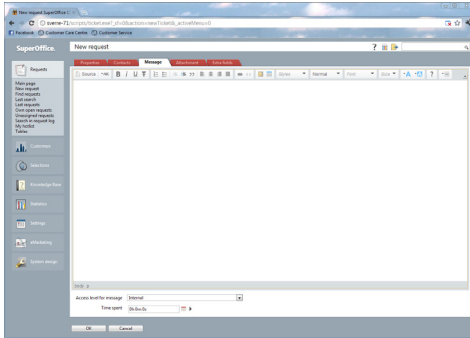
## Performance

A lot of work has been put into improving responsiveness of the system. the speed of the system. We have reduced database accesses, reduced execution times and reduced the amount of data transferred over the network.

We wanted to improve the

# New and improved features - eMarketing

## Screen shot



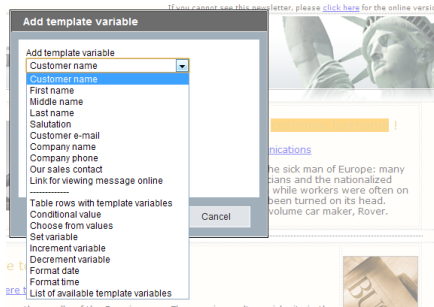
## New characteristics

### New Rich-text editor

The Rich-text editor used for creating eMarketing messages has been upgraded to a new version. The new version has better looks, better functionality and more integrated menus.

## Motivation for change

Creating eMarketing messages is now visually more appealing and easier.



### Dropdown with template variables in editor

In the editor it is now possible to open a dialog where you can choose template variables to insert.

Improved user friendliness. It is easier to choose a template variable from a list rather than having to remember these codes.

### Generic SMS Support

The SMS functionality which was earlier limited to two Norwegian providers can now be used against any known provider we supply a connector for.

We wanted to support more SMS gateway providers than today, without having to manually write the support for each one of them. It should be possible to integrate with any local SMS gateway provider in any country.

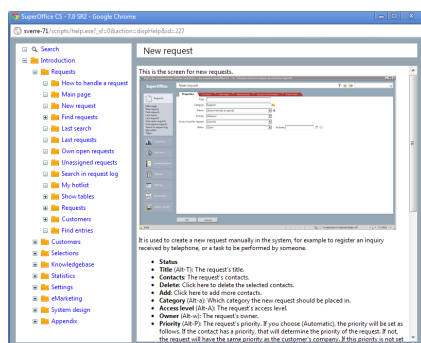
### SSL Email support (7.0SR2)

We now support retrieving emails using POP/IMAP over SSL, as well as sending emails using SMTP with AUTH over SSL. SSL is a protocol for encrypting network traffic.

We wanted to support more mail-server environments where encrypted communication was required, such as SAAS-solutions (Office 365, Gmail, etc). This is especially a requirement from customers who do not host their own mail server, but rent access from a provider.

# New and improved features - eMarketing

## Screen shot



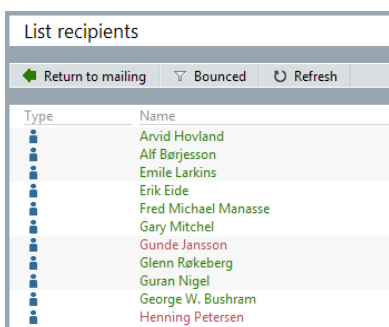
## New help content

The contents of the online help system has been rewritten by Ink and improved. The content is now less screen-oriented and more process-oriented.

The texts are also used in the PDF user manual, which consequently has been improved as well.

## Motivation for change

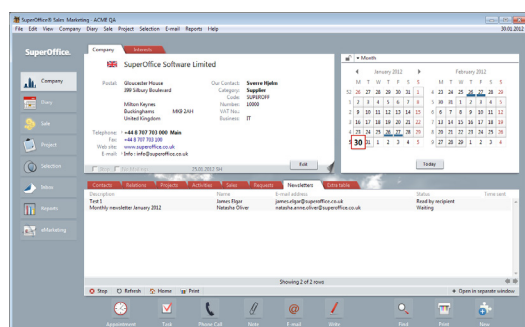
Improve the user-friendliness/value of the online help system.



## Filter and export bounced recipients

When listing the recipients of a mailing, it is possible to filter out only the bounced ones and export them to a selection in S&M.

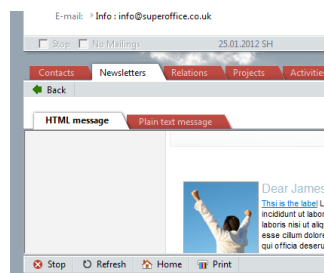
Improved customer life cycle management between eMarketing and contact management. After a mailing is done, it is good practice to create a list of bounced addresses and have someone clean up the CRM data.



## Listing mailings for company in S&M

A view in eMarketing can be placed in a web panel inside S&M. It will list all mailings for all persons for the current company. Clicking on a mailing will show the mailing's content merged with the recipient.

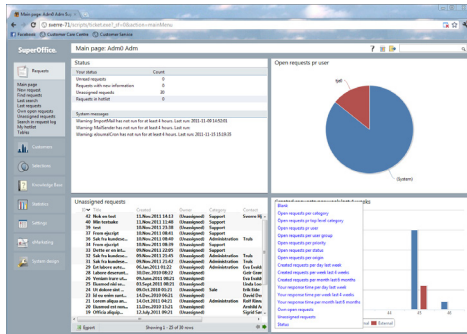
For S&M users, it is convenient to quickly be able to see all mailings which have been sent to a given contact.





# New and improved features - Customer Service

## Screen shot



### New status screen

The first screen which is shown when you login to the system has been updated to show 2x2 panels containing a report/view. The contents of each panel can be chosen from (profiled) amongst a predefined list of 16 different reports, lists and the classic status screen.

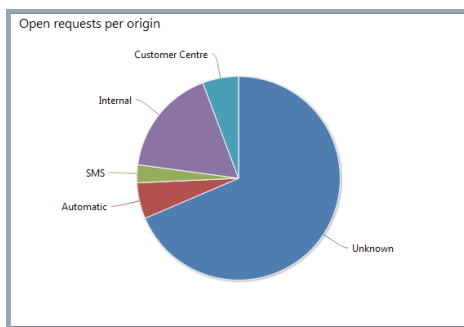
## Motivation for change

Give a better overview of the status of the requests in the system when users log in or click "Status screen" in the menu. This underlines one of our messages about CS; it brings structure to your customer service processes.

### Profilation of status screen

The status screen (which panels are shown) can be profiled (customized) on single-user, role or global level.

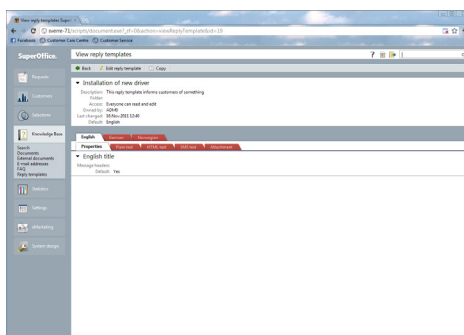
Be able to create personal/group status screens. We also think people will like the possibility of making their own status/welcome screen.



### Request origin

We have a new field on request; origin, which is set when the request is created based on which communication channel was used to create the request. Possible values include "Email", "SMS", "Internally", etc. This field may not be changed by the user, but can be used when searching, listing and grouping requests.

Allows users to easily see where a specific request originated from, as well as managers to see reports of which communication channels are used and to which extent, possibly over time.



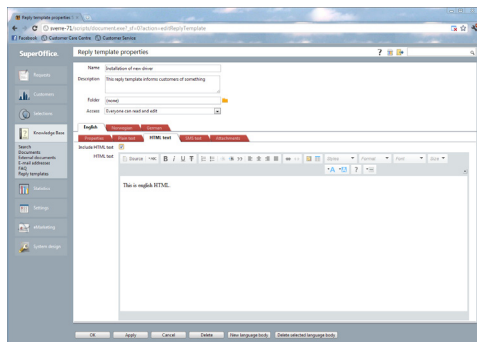
### View reply template.

We have created a new screen for viewing a reply template. Before, it was only possible to list and edit reply templates.

Often it is convenient to view a reply template without editing it. The view-screen is easier to use.

# New and improved features - Customer Service

## Screen shot



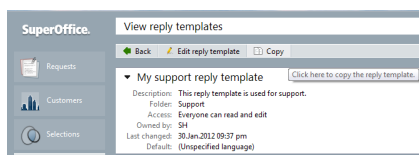
## New characteristics

## Motivation for change

### Edit reply template

We have created a new screen for editing a reply template. Before it was multiple screens, depending on whether the "Language portal"-module was installed. The new screen contains all functionality in one single screen. It is now also possible to create a reply template by copying an old one.

Editing reply templates should be faster and substantially more user friendly.



### Copy reply template

It is now possible to copy a reply template to create a new one.

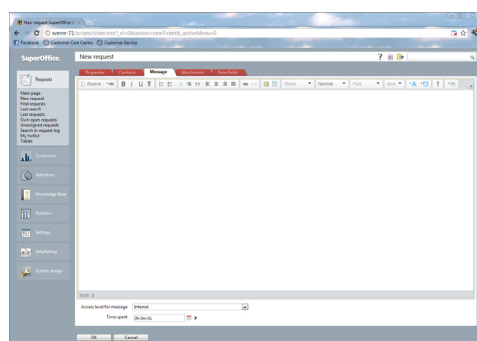
Simplified administration. When creating a new reply template, you can now start with a copy from an existing one, instead of starting from scratch.

### Performance

A lot of work has been put into improving the speed of the system. We have reduced database accesses, reduced execution times and reduced the amount of data transferred over the network.

We wanted to improve the

responsiveness of the system.



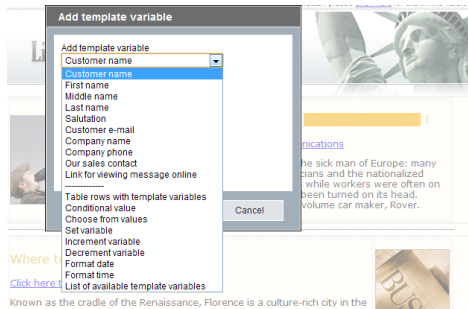
### New Rich-text editor

The Rich-text editor used in both eMarketing and Customer Service has been upgraded to a new version of CK-editor. The new version has better looks, better functionality and more integrated menus.

Improve the user experience all places where the editor-component is used.

# New and improved features - Customer Service

## Screen shot



## New characteristics

## Motivation for change

### Dropdown with template variables in editor

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### Generic SMS Support

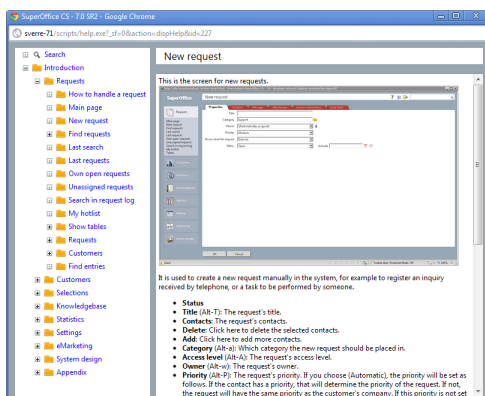
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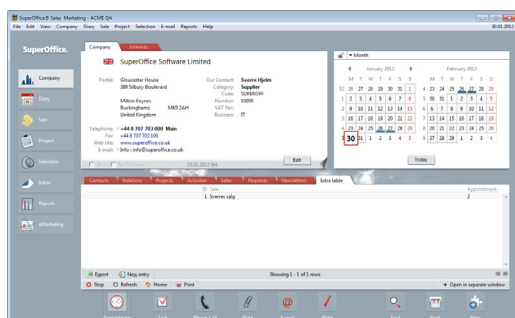
### New help content

The contents of the online help system has been rewritten by Ink and improved. The content is now less screen-oriented and more process-oriented. The hierarchy of help pages have been cleaned up. The texts are also used in the PDF user manual, which consequently has been improved as well.

Improve the user-friendliness/value of the online help system.

# New and improved features - Customer Service

## Screen shot



## New characteristics

### Viewing CS tables inside S&M

When viewing CS tables inside S&M as a web panel, the grey border has been removed so that it looks better.

## Motivation for change

We always strive to make the user interface look perfect.

### Support for clustered servers for MAPI

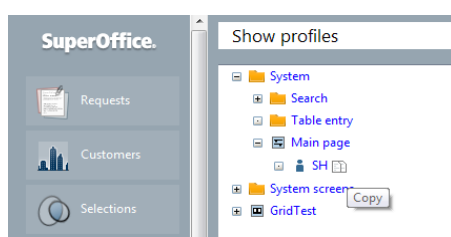
The MAPI agent has been improved to support clustered Exchange servers.

Requirement from customers.

### Attachments spread over multiple folders

Attachments are now stored in folders named folder.00001, folder.00002, etc. 10.000 attachments pr. folder.

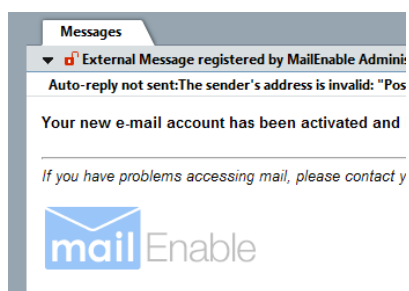
Prevents problems with having too many files in one folder: Windows explorer and various other backup software may fail.



### Copy profiles

It is now possible to copy a profile, for instance to create a shared or global profile.

Easier administration. It is easier to create a profile by copying an existing one rather than creating a new one from scratch.



### Correct fonts on imported emails.

Emails, specifically from Outlook, are now imported with correct styling, so that in the messages list inside CS they will look identical as in Outlook.

When viewing the emails on a request, it looks much better when we show the content with the same font as it was written in. UX perfection.

# New and improved features - Customer Service

## Screen shot

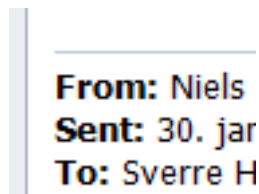
## New characteristics

## Motivation for change

### Default font in CKEditor

It is now possible to specify the default editor font.

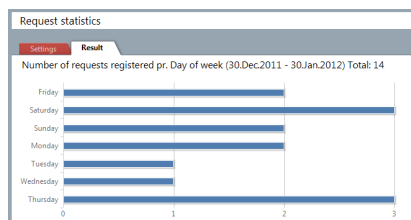
This has been a requirement from many users. A business would like their outbound emails to have a nice look and feel. The old version used Times Roman, which by many is considered an old looking font.



### Outlook separator recognized

The horizontal bar used in Outlook when replying to emails is now recognized and starts "collapsing" of the message.

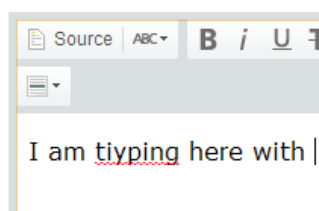
Save screen space when showing messages on a request. All the message content which is detected as quoted content is hidden by default.



### New charts for Request statistics

The Statistics > Request statistics now uses the new chart component.

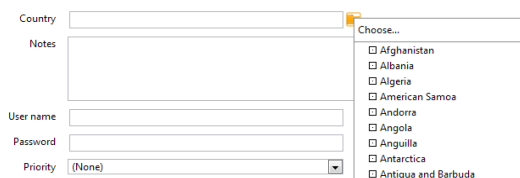
The Statistics > Request statistics now uses the new chart component.



### Support for browser spell check

If the browser supports spellcheck, it will now be available inside the CKEditor.

Many users will probably prefer using the browser's built-in spell checker as it is more user friendly (red underline instantly under unrecognized words, right click to correct), and similar to what they are used to in e.g. Microsoft Word or Outlook.



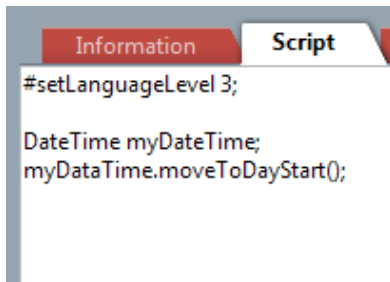
### Support for country on contacts and persons. Support for category and business on contacts.

We now support the country field on contacts and persons, and category and business on contacts. They are available as display fields (cards and lists), search fields, as well as dropdowns when editing a person or a company.

We are moving towards having CS and S&M showing and editing the same fields within contact management. Also; there were problems with default phone prefixes becoming corrupted because you could not specify country when editing persons/contacts in CS.

# SuperOffice Expander Tools

## Screen shot



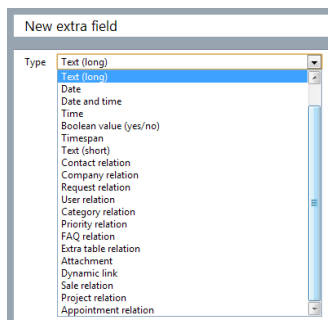
## New characteristics

### New ejScript functions

The ejScript language has been improved with some new functions. Amongst the most important is support for packing/unpacking a Map to a String (in Json-format).

## Motivation for change

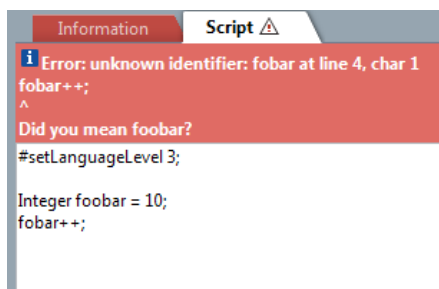
More functionality to the developers who work with SO Expander Tools.



### New Extra Fields: relations to S&M

When creating new extra fields in CS, we now have support for three new relational types: Sale relation, Project relation and Appointment relation. These types can be used to related requests, customers or extra tables to these entities in S&M.

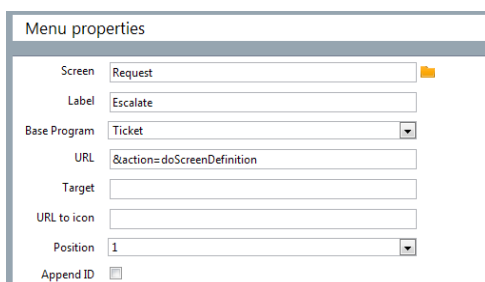
More flexibility for customizing SuperOffice CRM. For instance, it is now possible to relate a request to an appointment in S&M, using the S&M calendar to show/move the appointment. Or, one may use this to relate a number of requests to a Project in S&M.



### ejScript auto-suggest

When writing ejScript, if the script has errors in form of unknown variables or functions, you may now get suggestions for correct values.

Make it easier for developers.



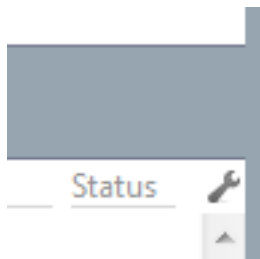
### Extra menus: portability and Extra tables

Extra menus have been improved so that they now have a dropdown for the base program (i.e. ticket, rms). This makes extra menus easier portable to other hostnames. Also, we now support extra menus for the screens for viewing extra table entries.

Allows for customizing without having to recreate the view-screen for extra tables.

# SuperOffice Expander Tools

## Screen shot



## New characteristics

### Profiling for extra table grids

The grids showing related entries when viewing an extra table entry are now profilable.

## Motivation for change

Allows for customizing without having to recreate the view-screen for extra tables.

### Support for getting the current user's username.

It is now possible to call `getVariable("activeUsername")` to get the username of the current user.

# CRM the SuperOffice way

[www.superoffice.com](http://www.superoffice.com)

Driven by a passion for customer relationship management, SuperOffice is one of Europe's leading suppliers of CRM solutions to the business to business market. Our software supports the individual user in achieving stronger sales, marketing and customer service productivity.



**SuperOffice®**